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## Private Label Manufacturers Association Trade Show November 14-16, 2010 • Chicago, IL

- *The place where retailers and suppliers meet to build their private label business*
- *The PLMA show attracts buyers and retailers from all over the world*

Store brand sales are on the upswing in the U.S. and Canadian markets. Today, 57% of shoppers say they purchase store brands frequently, a 20% increase from 10 years ago. Furthermore, 9 out of 10 consumers say that store brands are as good as or better than national brands, and one-third of all shoppers expect to buy more store brands in the year ahead. The Canadian market has great potential for companies interested in private label sales. Companies with the capacity to do large private label business can take advantage of the growing power of store brands by participating in SUSTA's pavilion at the 2010 PLMA trade show.

### Attendees:

- |                      |                   |
|----------------------|-------------------|
| ■ Supermarkets       | ■ Warehouse Clubs |
| ■ Drugstores         | ■ Military        |
| ■ Mass Merchandisers | ■ Wholesalers     |

### Important Information:

- Companies participating in the SUSTA pavilion must be willing to explore international sales.
- **\$450 participation fee includes:** 10x10 booth space, electricity, and SUSTA Generic pavilion signage
- **SUSTA pavilion exhibitors are individually responsible for:**
  - Drayage for samples, individual booth design and layout, travel, hotel, and per diem expenses
  - PLMA membership (fee dependent upon annual private label sales)
- **SUSTA pavilion exhibitors must be:**
  - First-time PLMA exhibitors (or must not have exhibited at the PLMA show the past three years)
  - Willing to meet with foreign buyers, including a Canadian trade delegation
  - Willing to submit SUSTA evaluation forms
- Registration deadline: **September 15, 2010**
- Cancellation deadline: September 30, 2010 (full refund)



Register on the Events page  
at [www.susta.org](http://www.susta.org)

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